

**K-12**  
FALL 2021

**CLIENT**  
BUSINESS REVIEW

Lowell Public Schools  
January 2022

Presented by:

Alysia Spooner- Gomez,  
General Manager and Registered Dietitian

Michael Emmons,  
Executive Chef





# Our Focus SY 21.22

## Fill All Open Positions

- **9 Full Time**
- **16 Part Time**

**Average 20 call-outs per day.**

Staffing shortages have impacted service styles and menu offerings during Breakfast, Lunch and Afterschool Service

Expanding students' culinary options and serving food from an expanded menu.

Consistently engaging our teams helps us to serve our students better. We inform and involve our employees with targeted training

The food-service industry is currently facing supply chain challenges directly related to labor shortages, limited production, and other ongoing disruptions caused by the COVID-19 pandemic.

LPS Food and Nutrition Advisory Committee

SAMPLE NEW RECIPES  
REVIEW HEALTHY SCHOOL GUIDELINES  
LEARN ABOUT FARM TO SCHOOL  
HELP DESIGN AND CREATE MENU'S.  
PROVIDE FEEDBACK

**YOUR  
VOICE  
COUNTS** 

Need for additional storage especially refrigeration is needed district wide

## HOW WE ADDRESSED CHALLENGES WITH LPS LABOR SHORTAGES

LABOR CHALLENGES	RESOLUTION/INNOVATION
<ul style="list-style-type: none"><li>•</li><li>•</li><li>• Industrywide staffing shortage in retail food service, commercial and noncommercial</li><li>• Competitive labor market</li><li>• Shortage of candidates for front-line positions</li></ul>	<p><b>ATTRACTION:</b></p> <ul style="list-style-type: none"><li>• Social media (Instagram, Facebook)</li><li>• Referrals and recruiting through community partners like CBA and Mass Hire.</li></ul> <p><b>INCENTIVES:</b></p> <ul style="list-style-type: none"><li>• Increase in hourly wage for 17.5 hr. employees-( from \$15 to 17.00)</li><li>• Opportunities for additional hours at Power Up Dinner Program, Call in coverage and open shift coverage.</li></ul> <p><b>NEW &amp; ONGOING EMPLOYEE RECOGNITION &amp; RETENTION STRATEGIES:</b></p> <ul style="list-style-type: none"><li>• Employee recognition on social media</li><li>• Keep employees informed of positive work outcomes</li><li>• Acknowledge their efforts and dedication</li><li>• Continue to provide a safe, enjoyable and rewarding work experience</li><li>• <b>Culinary and Professional Standards Training for opportunities of positions with increased responsibilities</b></li></ul>



# THE IMPACT OF COVID-19 ON SUPPLY CHAIN

82%

of districts are  
concerned about low  
meal participations

SUPPLY CHAIN CHALLENGES	How we have responded
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>• <b>Product shortages and substitutions</b></li><li>• <b>Transportation disruptions, delivery delays, and schedule changes</b></li></ul>	<ul style="list-style-type: none"><li>• Changed ordering protocols to improve food and inventory management.</li><li>• Working with key manufacturers to ensure we have proper product allocation to meet the demands of our business through forecasting/ collaboration.</li><li>• Procurement experts negotiating with current suppliers for product substitutions with minimal cost/quality impact.</li><li>• Negotiating with additional suppliers to put contingency plans in place to avoid supply disruptions.</li><li>• Menu and nutrition experts update menus, remove unavailable items, and make recipe modifications to assist our front-line management and food service associates who are continually adapting.</li><li>• Leveraging supplier relationships to develop new products to fill holes, as well as innovate menus.</li><li>• Innovating further to add more plant-forward dishes that incorporate more veggies, fruit, beans, legumes, and other plant ingredients.</li></ul>

# ENHANCING THE STUDENT DINING EXPERIENCE

We collaborated to bring unique solutions on how and where students enjoy their meals.

OPPORTUNITY NO. 1 Increase Breakfast Participation	OPPORTUNITY NO. 2 Expanded Afterschool Offerings	OPPORTUNITY NO. 3 Enhanced Dining Experience
<ul style="list-style-type: none"><li>•</li><li>• Return to district-wide service styles pre-pandemic</li><li>•</li><li>• Adherence to approved menus</li></ul>	<ul style="list-style-type: none"><li>•</li><li>• Offer power up snacks to all schools; to be produced and supported by onsite food service team</li><li>• Provide Hot Dinners**</li><li>•</li><li>•</li></ul> <p>**Staffing needs affects the implementation of expanded programs</p>	<ul style="list-style-type: none"><li>• Create High-energy dining environments for that reflect their lifestyle</li><li>• Emphasizes student priorities and embraces the opportunity to celebrate school spirit and the collective school community</li><li>• Transform satellite service to improve student satisfaction</li></ul>





# Culinary Focus Trainings

## ★ Back-To-School Training:

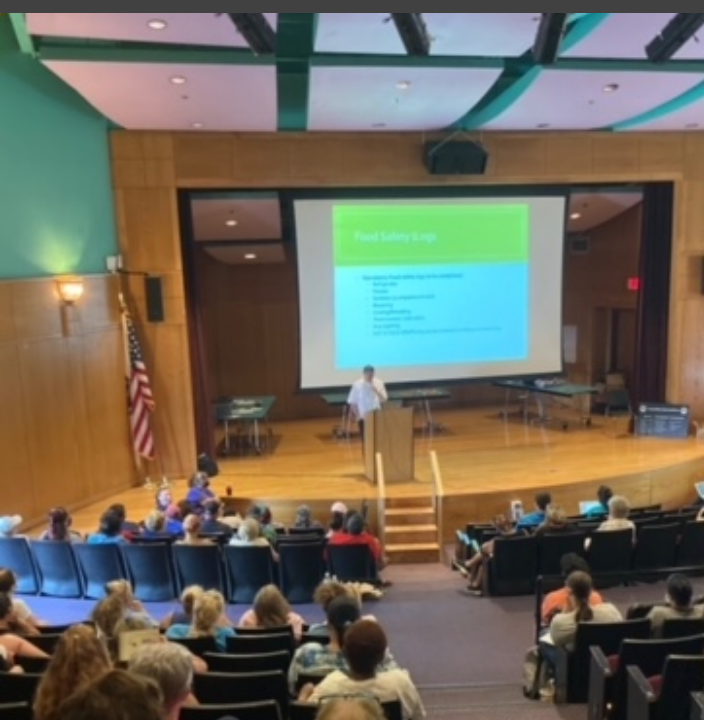
- Focused on Food Presentation.
- Hands-on recipe preparation and presentation with Chef Mike and Anthony.

## ★ November Staff Training:

- Chef Mike lead an interactive training for Cooks and 35-hour staff
- Spice training for all staff
- Cultural Menu Training.

## ★ January Training:

- Project Bread Chef's will be hosting a hands- on cooking challenge for all staff.



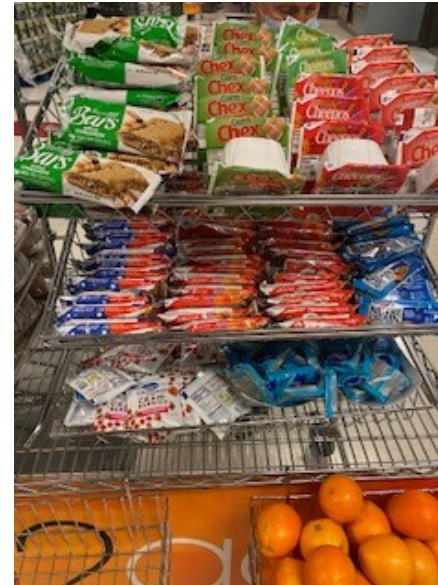
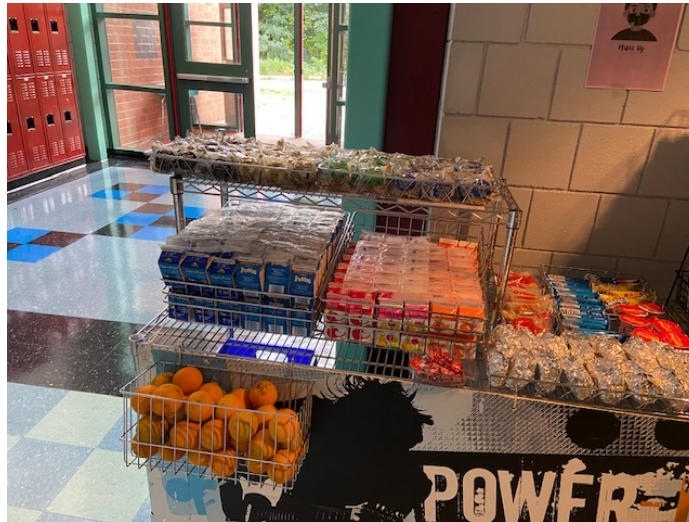


# Energize your Day with Breakfast!

A reimbursable breakfast includes whole grain menu item and fresh fruit. Milk is optional to those who would like it.

## CHILDREN WHO EAT SCHOOL BREAKFAST ARE MORE LIKELY TO:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert and maintain a healthy weight





# Lunch is Served:

Today's foodie culture has resulted in an expanding palate among students of all ages.

LPS Food and Nutrition Team continues to evolve to increase student satisfaction while providing nutrient dense menu

**LOWELL**  
PUBLIC SCHOOLS

**October**  
Lowell Public  
Schools  
Middle School Lunch  
Menu

**All kids 18 and under eat at no cost!**

\*All sandwiches, wraps & subs are whole grain

**Served Daily:** Fresh Fruit, 1% Milk and Sunbutter and Jelly Sandwich  
**LG = Locally Grown!**  
**V = Vegetarian!**

Food & Nutrition Office: 978-674-2049  
Follow us on:

Instagram: [lpsdfoodandnutrition](#)

Facebook: [LPSD Food & Nutrition](#)

\*Menus are subject to change and will be posted when available

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>4</b> <ul style="list-style-type: none"><li>- Macaroni &amp; Cheese <b>V</b></li><li>- Chicken Caesar Salad w/ Roll <b>LG</b></li><li>- Turkey Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Apple, and Tomato Wedges</li></ul>	<b>5</b> <ul style="list-style-type: none"><li>- Cheeseburger with Lettuce &amp; Tomato on Whole Grain Bun <b>LG</b></li><li>- Tuna Sandwich w/ Lettuce &amp; Tomato <b>LG</b></li><li>- Ham Chef Salad with Whole Grain Flatbread <b>LG</b></li><li>- Served with Milk, Orange and Roasted Corn</li></ul>	<b>6</b> <ul style="list-style-type: none"><li>- Chicken Tikka Masala</li><li>- Chicken Salad Sandwich w/ Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Sesame Chicken Noodle Salad <b>LG</b></li><li>- Served with Milk, Banana and Broccoli</li></ul>	<b>7</b> <ul style="list-style-type: none"><li>- Beef Nachos with Campfire Beans</li><li>- Chicken Caesar Salad <b>LG</b></li><li>- Ham &amp; Cheese Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Seasonal Fruit Cup and Carrots &amp; Kickin' Beans</li></ul>	<b>8</b> <ul style="list-style-type: none"><li>- Cheese Pizza <b>V</b></li><li>- Pepperoni Pizza</li><li>- Turkey Sandwich w/ Lettuce &amp; Tomato on whole Grain Bread <b>LG</b></li><li>- Chicken Salad Pinner with Lettuce &amp; Tomato <b>LG</b></li><li>- Served with Milk, Apple, and Local Garden Salad <b>LG</b></li></ul>
<b>11</b> <p>No School</p>	<b>12</b> <ul style="list-style-type: none"><li>- Beef Tortilla Bowl with Whole Grain Brown Rice</li><li>- Chef Salad with Ham w/ Whole Grain Flatbread <b>LG</b></li><li>- Romanesco Turkey Sub with Lettuce on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Orange and Seasoned Corn</li></ul>	<b>13</b> <ul style="list-style-type: none"><li>- Chicken &amp; Broccoli Alfredo</li><li>- Tuna Salad Sandwich w/ Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Chef Salad with Ham with Whole Grain Flatbread <b>LG</b></li><li>- Served with Milk, Banana and Seasoned Corn</li></ul>	<b>14</b> <ul style="list-style-type: none"><li>- BBQ Rib Sandwich with Lettuce &amp; Tomato <b>LG</b></li><li>- Chef Salad w/ Ham w/ Flatbread <b>LG</b></li><li>- Ham &amp; Cheese Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Fresh Strawberries and Kickin' Beans</li></ul>	<b>15</b> <ul style="list-style-type: none"><li>- Cheese Pizza <b>V</b></li><li>- Chk Lime Beef Pizza</li><li>- Chef Salad with Egg and Whole Grain Flatbread <b>LG V</b></li><li>- Turkey Sandwich with Lettuce &amp; Tomato on Whole Wheat Bread <b>LG</b></li><li>- Served with Milk, Apple, and Local Garden Salad <b>LG</b></li></ul>
<b>18</b> <ul style="list-style-type: none"><li>- Country Fried Steak with Gravy &amp; Whole Grain Roll</li><li>- Crispy Chicken Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Popcorn Chicken Salad w/ Flatbread <b>LG</b></li><li>- Chicken Salad with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Apple, Garden Salad &amp; Tomato Slices <b>LG</b></li></ul>	<b>19</b> <ul style="list-style-type: none"><li>- Chicken &amp; Spaghetti Carbonara with Whole Grain Roll</li><li>- Cheeseburger with Lettuce &amp; Tomato <b>LG</b></li><li>- Popcorn Chicken Salad w/ Flatbread <b>LG</b></li><li>- Chicken Salad Pinner w/ Lettuce &amp; Tomato <b>LG</b></li><li>- Served with Milk, Orange, and Roasted Corn</li></ul>	<b>20</b> <ul style="list-style-type: none"><li>- Garlic Chicken Lo Mein with Fresh Vegetables</li><li>- Spicy Chicken Sandwich with Lettuce &amp; Tomato on Whole Wheat</li><li>- Popcorn Chicken Salad w/ Flatbread <b>LG</b></li><li>- Tuna Salad with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Banana and Fresh Broccoli</li></ul>	<b>21</b> <ul style="list-style-type: none"><li>- General Tso's Chicken &amp; Vegetables with Yellow Rice</li><li>- Fish Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Hummus Salad w/ Flatbread <b>V</b></li><li>- Popcorn Chicken Salad w/ Flatbread <b>LG</b></li><li>- Ham &amp; Cheese with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Season Fruit Cup and Baby Carrots</li></ul>	<b>22</b> <ul style="list-style-type: none"><li>- Cheese Pizza <b>V</b></li><li>- White Pizza with Sausage</li><li>- Chef Salad with Egg &amp; Whole Grain Flatbread <b>LG V</b></li><li>- Turkey Sandwich with Lettuce &amp; Tomato on Whole Wheat Bread <b>LG</b></li><li>- Served with Milk, Apple and Carrots &amp; Baby Carrots</li></ul>
<b>25</b> <ul style="list-style-type: none"><li>- Shepherd's Pie with Mashed Potato and Corn</li><li>- Crispy Chicken Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Chef Salad with Ham w/ Whole Grain Flatbread <b>LG</b></li><li>- Turkey &amp; Cheese Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Apple &amp; Spinach Salad</li></ul>	<b>26</b> <ul style="list-style-type: none"><li>- Crispy Orange Chicken &amp; Broccoli with Brown Rice</li><li>- Cheeseburger with Lettuce &amp; Tomato <b>LG</b></li><li>- Chef Salad with Ham w/ Whole Grain Flatbread <b>LG</b></li><li>- Chicken Salad Pinner w/ Lettuce &amp; Tomato <b>LG</b></li><li>- Served with Milk, Fruit Cup and Broccoli</li></ul>	<b>27</b> <ul style="list-style-type: none"><li>- Baked Potato with Cheese &amp; Ham Whole Grain Roll</li><li>- Spicy Chicken Sandwich with Lettuce &amp; Tomato on Whole Grain</li><li>- Beef Taco Salad with Tortilla Chips &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Chicken Salad with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Banana and Red Pepper Strips</li></ul>	<b>28</b> <ul style="list-style-type: none"><li>- Macaroni &amp; Cheese <b>V</b></li><li>- Fish Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Hummus Salad w/ Flatbread <b>V</b></li><li>- Ham &amp; Cheese with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Orange, and Corn &amp; Carrots</li></ul>	<b>29</b> <ul style="list-style-type: none"><li>- Cheese Pizza <b>V</b></li><li>- Chicken &amp; Pepper Popper Pizza</li><li>- Turkey Sandwich with Lettuce &amp; Tomato on Whole Wheat Bread <b>LG</b></li><li>- Chef Salad with Egg &amp; Whole Grain Flatbread <b>LG V</b></li><li>- Served with Milk, Apple and Side Salad</li></ul>
<b>1</b> <ul style="list-style-type: none"><li>- Chicken Drumstick with Tater Tots &amp; Carrots</li><li>- Crispy Chicken with Lettuce &amp; Tomato on a Whole Grain Bun</li><li>- Chicken Salad with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Chicken Garden Salad with Whole Grain Flatbread <b>LG</b></li><li>- Served with Milk, Apple &amp; Tater Tots and Carrots</li></ul>	<b>2</b> <ul style="list-style-type: none"><li>- Chicken Parm. Pasta with Roasted Broccoli &amp; Carrots</li><li>- Cheeseburger with Lettuce &amp; Tomato <b>LG</b></li><li>- Chicken Garden Salad with Whole Grain Flatbread <b>LG</b></li><li>- Chicken Tenders with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Orange &amp; Roasted Veggies</li></ul>	<b>3</b> <ul style="list-style-type: none"><li>- BBQ Pork, Rib Sandwich with Slaw and Red Pepper Strips</li><li>- Spicy Chicken Sandwich with Lettuce &amp; Tomato on Whole Grain</li><li>- Chicken Garden Salad with Whole Grain Flatbread <b>LG</b></li><li>- Turkey &amp; Cheese Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Banana &amp; Red Pepper Strips</li></ul>	<b>4</b> <ul style="list-style-type: none"><li>- Beef &amp; Cheddar Bowl with Gravy &amp; Mashed Potato</li><li>- Chicken Tenders with Whole Grain Roll</li><li>- Chicken Garden Salad with Whole Grain Flatbread <b>LG</b></li><li>- Ham &amp; Cheese Sandwich with Lettuce &amp; Tomato on Whole Grain Bread <b>LG</b></li><li>- Served with Milk, Peach Slices &amp; Caramel Apples</li></ul>	<b>5</b> <ul style="list-style-type: none"><li>- Cheese Pizza <b>V</b></li><li>- Beef Mexican Pizza</li><li>- Chicken Garden Salad with Whole Grain Flatbread <b>LG</b></li><li>- Turkey Sandwich with Lettuce &amp; Tomato on Whole Wheat Bread <b>LG</b></li><li>- Served with Milk, Fresh Fruit and Side Salad <b>LG</b></li></ul>

MYPLATE GUIDE TO  
**SCHOOL LUNCH**  
for Families

**VEGETABLES**  
A variety of vegetables helps kids get the nutrients and fiber they need for good health.

**GRAINS**  
Whole grains give kids B vitamins, minerals, and fiber to help them feel fuller longer so they stay alert to concentrate at school.

**PROTEIN FOODS**  
Meat, poultry, fish, dry beans, peas, eggs, nuts, and seeds provide many nutrients including protein and iron. Portion sizes are based upon the nutrition needs of children in various grade groups. School meals also allow cheese, tofu, and yogurt to count as the meat/meat alternate in the school lunch.

**FRUITS**  
Every school lunch includes fruits as well as vegetables. Only 1/2 of the fruits offered may be 100% juice, since whole and cut-up fruits have more fiber.

**MILK**  
Low-fat (1%) or Fat-free milk. Children and teens need the calcium, protein, and vitamin D found in milk for strong bones, teeth and muscles.

Visit [teamnutrition.usda.gov](#) for additional tips and activities.



# Lunch is Served:



## We continue to serve premium products:

- Tyson All White Chicken Products
- Land-O-Lakes Cheese
- Armour Ham Products
- Barilla Pasta
- Jennie-O Deli Turkey
- Rich's Pizza Dough
- Uncle Ben's Rice



- Little Leaf Farms in Deven's Mass. used in all our Salads and Sandwich's
- Featuring Limited Time Offers to Spice up the menu monthly





a collaboration that uses **local food** and **education** to celebrate our **land, wellness, learning, collective impact & resilience** as a **culturally diverse community**

## Harvest of the Month

The Harvest of the Month (HOTM) program is an opportunity to celebrate local abundance & experiment with new foods & recipes. The program's goal is to encourage healthy food choices by increasing students' exposure to seasonal foods, while also supporting farmers & building excitement about school meals. Since COVID-19, HOTM items have been integrated into grab and go meals across the district.

During the 2021-2022 School Year, all schools will be receiving Harvest of the Month entree items monthly, featuring local produce and education materials.



## WHAT HAVE WE BEEN UP TO



Distributing over 820 lbs of produce grown in four school gardens through a 10-week Lincoln School Garden Produce Distribution Program



Safely hosting over 45 local community members, families, teachers and administrators in revitalizing school gardens and Lowell Urban Farms



Coordinating food from the Greater Boston Food Bank to over 300 households twice a month (over 2,500 food boxes distributed to date)



Managing 10 school gardens that have remained in partial or full production, providing food to LPS teachers, families as well as the entire school community

Want to learn more about Lowell Farm to School? Contact:  
LPS Farm to School Manager | Maggie Nowak | [mnowak@lowell.k12.ma.us](mailto:mnowak@lowell.k12.ma.us)

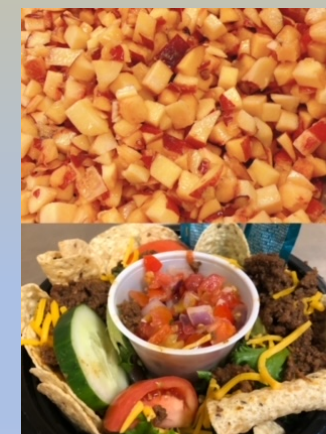


CHECK OUT THESE BEAUTIFUL TOMATOES BEING SERVED IN OUR CAFE'S THIS WEEK!

## Farmer Dave Tomatoes



## Brussel Sprouts-Joe Czajkowski Farm



**PEACH TOMATO SALSA**  
August/September Recipe | 20 servings | Feature: Farmer Dave's

**INGREDIENTS**

- 2 cups diced peaches (peeled and pitted)
- 1 cup diced tomatoes (cherry or grape)
- 1/2 cup diced red onion
- 1/2 cup diced jalapeno (optional)
- 1/2 cup diced lime juice
- 1/2 cup diced olive oil
- 1/2 cup diced salt
- 1/2 cup diced pepper

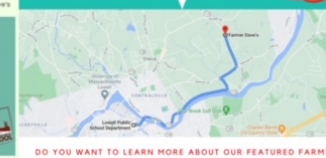
**INSTRUCTIONS**

- Combine all ingredients in a bowl and mix well.
- Cover and refrigerate for at least 30 minutes.
- Enjoy!

LOWELL FARM TO SCHOOL



**FARMER DAVES**  
Dracut, MA



DO YOU WANT TO LEARN MORE ABOUT OUR FEATURED FARM? [FARMERDAVES.NET](http://FARMERDAVES.NET)

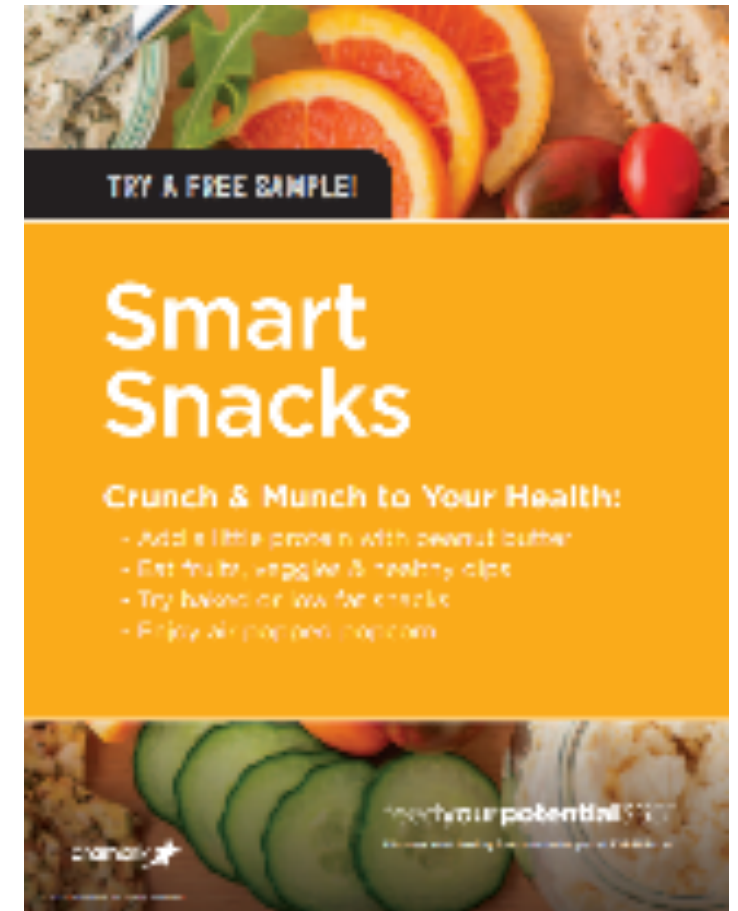


# AFTER-SCHOOL SNACKS & DINNER MEALS

MAKING SURE OUR STUDENTS ARE WELL-FED  
AFTER NORMAL SCHOOL HOURS

The Power Up Program offers a variety of Smoothies, Yogurt Parfaits and Bento Boxes.

We are working with additional clubs at LHS to offer this to more students after school.





# FEED YOUR POTENTIAL 365™ HEALTH & WELLNESS RESOURCES

FYP365 is a digital health and wellness platform for students, parents, and community members that was developed in partnership with the American Heart Association (AHA) as part of the [Healthy for Life® 20 By 20 initiative](#)..

## FYP365 FEATURES:

- ✓ Budget-friendly, globally inspired, healthy recipes
- ✓ Cooking tips and tricks from chefs
- ✓ Healthy lifestyle updates from nutrition experts
- ✓ Meal-planning inspiration shared through electronic newsletter and social media (sign up at [www.fyp365.com](http://www.fyp365.com))
- ✓ New activation and educational materials for K–12 food service staff and dietitians to use at school wellness fairs, faculty meetings, back-to-school nights
- ✓ New online, interactive games that teach students about nutrition and making food choices that boost mood, energy, and brain power.

feedyourpotential365™

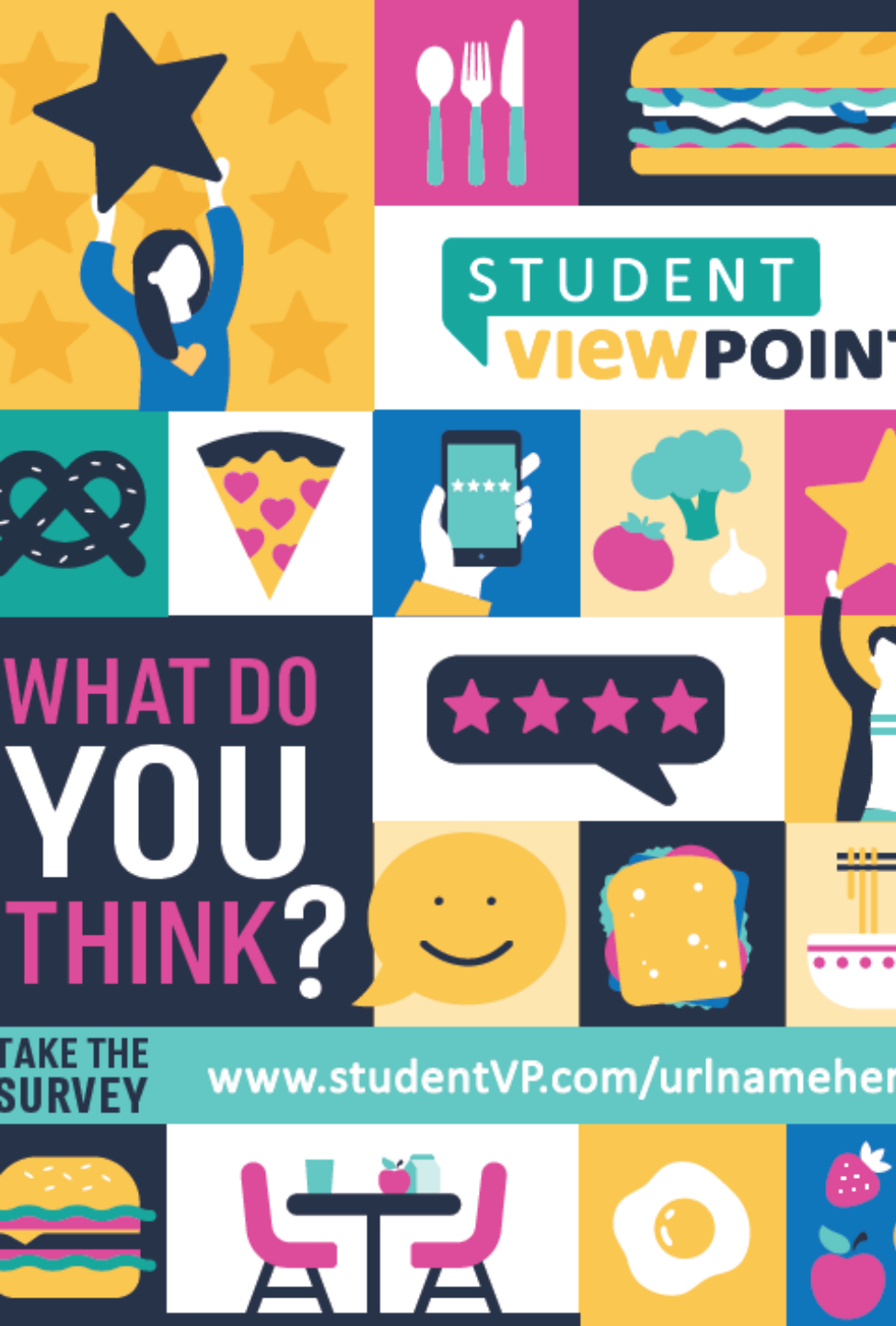
DISCOVER RECIPES ABOUT SIGN UP 



### About Feed Your Potential 365

A national campaign empowering millions to discover, choose and share the healthy foods that help them reach their potential.





# STUDENT VIEWPOINT WILL RELAUNCH SPRING 2022

## What Is Student ViewPOINT?

A survey conducted by Aramark to allow us to get feedback at a school and district level to assess against regional and national benchmarks. We generally receive more than 100,000 participants each round.

**Objective:** to understand and better serve the dining needs of our elementary, middle school, and high school students.

## With Student ViewPOINT, We Can:

- Capture up-to-date, detailed feedback.
- Identify and address opportunity areas.
- Better serve the student needs and wants related to school breakfast and lunch programs.

# MORE THAN A FOOD SERVICE PROVIDER

On Oct 25, 2021, Lowell Public Schools, Massachusetts Farm to School, and Mill City Grows celebrated Farm to School by hosting several officials and advocates of Farm to School.

We welcomed State Sen. Ed Kennedy, State Rep. Vanna Howard, Superintendent Joel Boyd, and several LPSFNS team members to advocate for more Farm to School initiatives in schools.

We highlighted locally grown produce in a pear salad with local Little Leaf Farms lettuce and Kale Pasta Toss; an example of meals that are produced in LPS kitchens!

Not only did attendees enjoy a delicious lunch prepared by some of our amazing cooks, but they were able to take home locally grown produce provided by Mill City Grows that showed our Garden Share Program.

Students from the STEM Academy participated by planting fall garlic in their very own school garden.



**Be Well. Do Well. is one of our core guiding values.**

**We strive to positively impact people, planet, and the LPS community.**

**Our people make a difference.**



# IMPACTING OUR COMMUNITY

It is our mission and promise to give back and enrich and nourish lives in the communities in which we serve. Volunteerism looked a little different this year, but we found ways to positively impact the people around us through virtual opportunities, donating from afar, and more.

## Food Banks

215K lbs. of food  
Distributed to our community  
from July 2020-June 2021.

The Greater Boston



MEMBER OF  
**FEEDING  
AMERICA**

- Continue to partner with Mill City Grows.
- Partnered with LLAMA group to deliver meals to families in district.
- Provided meals for YMCA.
- Provided meals for Girls Inc.
- Working with local neighborhood organizations to increase communication about the benefits of Food Banks.



## School Garden Family Share Program

- Provided 820 lbs. of fresh produce grown from four school gardens to LPS families



# CONNECT & ENGAGE THROUGH SOCIAL MEDIA

## TO STRENGTHEN COMMUNICATION, GROW PARTICIPATION, & BUILD ENGAGEMENT

Our vision for leveraging social media is to cultivate relationships with students, families, the community, school staff—and our own food service associates! Content and engagement builds excitement, drives meal participation growth, and creates a place to celebrate and share.



# 55%

of Gen Z use their  
smartphone for five  
or more hours daily

✓ Developing you tube videos focusing on Harvest of the month, promotions and recipe development <https://youtu.be/yw5JxfwwvN4>

Our Aramark K–12 line of business launched new social media accounts in September to amplify the good work we are doing to feed students, promote health and wellness, and build community.

Follow us on Twitter, Instagram, and Facebook @K12Aramark, as well as on LinkedIn at Aramark K12.



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# Thank you!

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